

PRESS RELEASE

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ATTORNEY GENERAL CARL C. DANBERG ANNOUNCES SETTLEMENT WITH A NATIONAL MARKETING GROUP REGARDING MISLEADING AUTO ADVERTISING

(Wilmington, DE) Attorney General Carl C. Danberg announced today that Delaware joined with nine other States in reaching an agreement with a national marketing group whose deceptive auto sale advertisements misled consumers. The States alleged that two Ohio corporations, Gunning & Associates Marketing Inc. and Fleet Liquidators of America, Inc., also known as National Fleet Liquidators and G & A Marketing, created sales campaigns and advertising that misled consumers about the reasons for the sales and supposedly low prices. The companies did not admit that they violated the law.

The States investigated promotions leading up to the auto sales and how the sales were conducted. Investigators found that Gunning & Associates contracted with dozens of dealerships throughout the United States and received percentages of both the "front end" and "back end" profit for each vehicle sold.

"Not only is this a good settlement for car-buying consumers everywhere but it sends a strong message to those 'copy cat' companies operating throughout the United States to stop the practice and avoid being prosecuted by law enforcement," Attorney General Danberg said.

Under the agreement, the companies will change the way they do business and permanently refrain from misleading and deceptive advertising. In addition, the companies will pay \$300,000 to the States for consumer restitution, costs, education and other consumer protection purposes. As no Delaware consumers were harmed by these campaigns, the \$32,500 that will be paid to Delaware will be used for investigation and prosecution of consumer fraud and deceptive trade practices and consumer education.

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